

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (IB) (Sem.-4)

E-COMMERCE

Subject Code : MBAIB-404-18

M.Code : 77803

Date of Examination : 13-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on :

1. E-commerce vs E-business
2. M-commerce
3. Virtual Currency
4. PayPal
5. Online Catalogues
6. Social Media Marketing
7. Marketing Communication
8. Domain Name

SECTION-B

UNIT-I

9. What is a business model? Discuss the various form of B2C business models.
10. Discuss salient features of E-commerce with the help of examples.

UNIT-II

11. What is an electronic payment system? Discuss the latest electronics payment system.
12. What are the unique features of an effective website? Discuss with examples.

UNIT-III

13. What do you mean by SEO? Discuss various types of SEO by citing the latest examples.
14. Critically discuss various ethical issues of E-commerce.

UNIT-IV

15. Discuss salient features of the Information Technology Act 2008 applicable to E-commerce.
16. Evaluate the implications of the patent for digital technologies in E-commerce.

SECTION-C

17. Case Study :

The government on Saturday announced to develop framework to keep a check on fake reviews on E-Commerce websites. After studying the present mechanism being followed by the E-Commerce entities in India and the best practices available globally, the Department of Consumer Affairs (DoCA) will develop these frameworks. In a meeting held today, the DoCA in association with the Advertising Standards Council of India (ASCI) along with various stakeholders like E-Commerce entities, Consumer Forums, Law Universities, Lawyers, FICCI, CII, Consumer Rights Activists, and others - discussed the magnitude and roadmap ahead for fake reviews of websites. Secretary DoCA, Rohit Kumar Singh said, *“Traceability by ensuring the authenticity of the reviewer and the associated liability of the platform are the two key issues here. Also, E-com players must disclose as to how they choose the” “most relevant reviews” for display in a fair and transparent manner.”* Along with Secretary DoCA, Nidhi Khare, Additional Secretary, and Anupam Mishra, Joint Secretary attended the meeting. During the meeting, all stakeholders agreed that the issue deserves to be monitored closely and an appropriate framework governing the fake reviews may be developed to address the issue for the protection of consumer interest. Further, stakeholders from E-commerce companies claimed that they have frameworks in place by which they monitor fake reviews and would be pleased to take part in developing a legal framework on the issue. Manisha Kapoor, CEO, ASCI highlighted the categories of fake and misleading reviews and their impact on consumer interest. Paid reviews, unverifiable reviews, and the absence of disclosure in case of incentivized reviews which make it challenging for consumers to recognize genuine reviews were among the issues discussed.

Question :

- a. How customers and businesses will benefit from this decision?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.